

ABSTRACT

A system and method for establishing a server initiated data connection with a particular wireless client are presented herein. A wireless content switch is inserted into the wireless data service network and receives requests for data connections with particular wireless content switches from content servers. Responsive to receiving the request, the wireless content switch transmits signals to the wireless client causing the wireless client to request a data connection with the content server. During the processing of the request, the wireless network transmits a signal embedded with an address associated with the wireless client which is received by the wireless content switch. The wireless content switch transmits a signal which provides the address to the content server. Upon receiving the address, the content server transmits data with the foregoing address.